



**UltraTech**  
**CEMENT**

*The Engineer's Choice*



The 360° building materials destination.





An US \$ 35 billion conglomerate, powered by a mammoth force, the Aditya Birla Group enjoys pride of place among Fortune 500 corporations worldwide.

The Group boasts of a dominating presence across industries from textiles, chemicals, cement, metals, agribusiness, carbon black and insulators to telecommunications, financial services and IT-ITeS.

## AN INDIAN CONGLOMERATE WITH GLOBAL FOOTPRINTS...



The Group's footprints are clearly visible across 36 countries, including Australia, Bahrain, Bangladesh, Brazil, Canada, China, Egypt, France, Germany, Hungary, India, Indonesia, Italy, Ivory Coast, Japan, Korea, Laos, Luxembourg, Malaysia, Myanmar, Philippines, Poland, Russia, Singapore, Spain, South Africa, Sri Lanka, Switzerland, Sweden, Tanzania, Thailand, Turkey, UAE, UK, USA and Vietnam. Little wonder that the Group's overseas operations account for over 60 percent of its revenues.



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The company's state-of-the-art production facilities are spread across 11 integrated plants, 1 white cement plant, 1 clinker plant in UAE, 15 grinding units (11 in India, 2 in UAE, 1 in Bahrain and Bangladesh each) and 6 bulk terminals (5 in India and 1 in Sri Lanka). Most of the plants have ISO 9001, ISO 14001 and OHSAS 18001 certification. In addition, 2 plants have received ISO 27001 certification, while four have received SA 8000 certification.

UltraTech Cement is a 360° building material destination providing a host of products from foundation to finish. UltraTech's products range from grey cement (UltraTech Cement) to white cement (Birla White), from building products (UltraTech Building Products Division) to building solutions (UltraTech Building Solutions) and an assortment of ready mix concretes (UltraTech Concrete) catering to varied needs and applications of the construction industry.

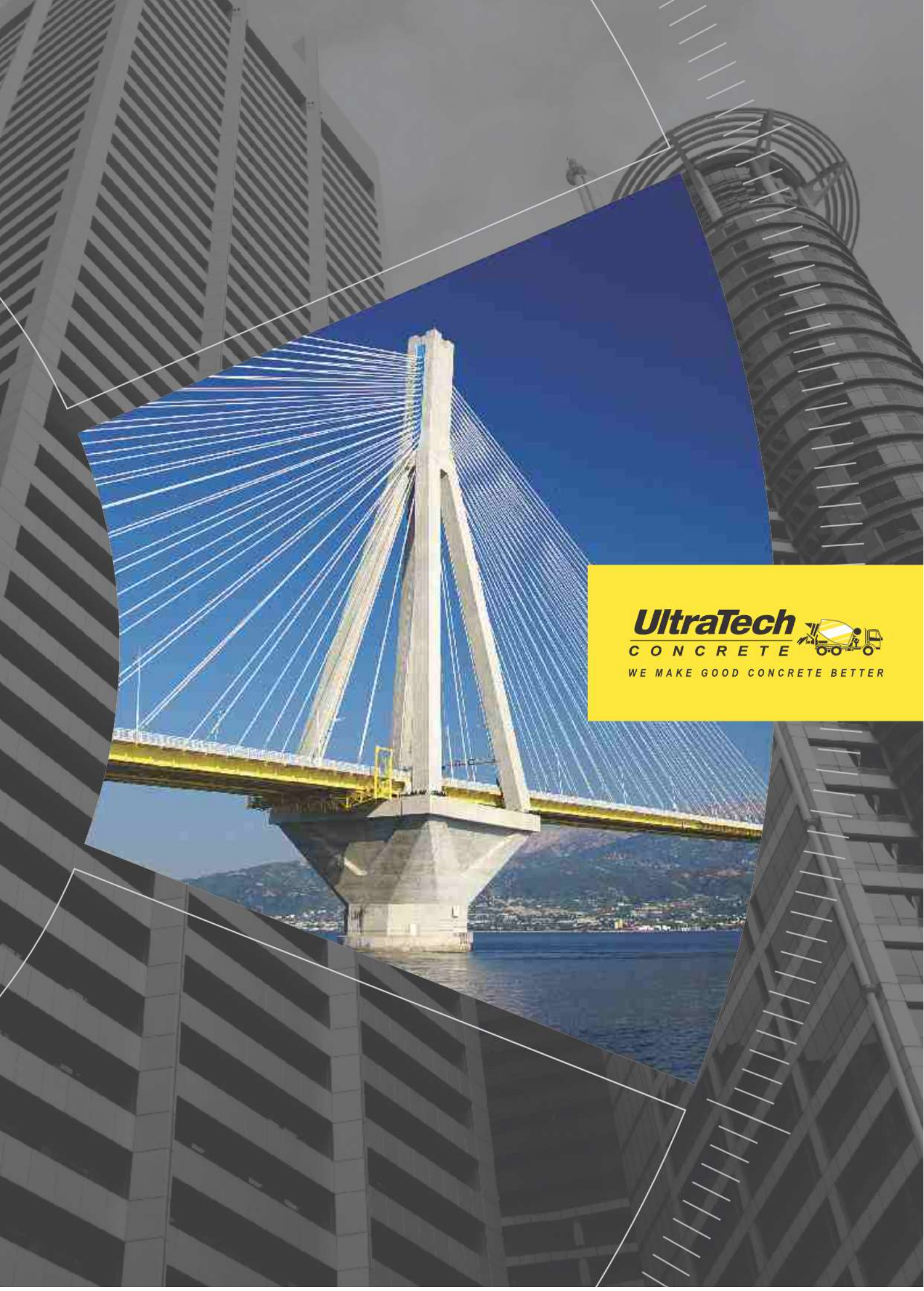
With exports of over 2.5 million tonnes per annum to countries around the Indian Ocean, Africa, Europe and the Middle East, UltraTech Cement is the country's largest exporter of cement clinker.

## AN INSPIRING LINEAGE. A PROMISING FUTURE.

### Top line features:

- Premium-quality cement, concrete and allied products.
- Superior strength for durable structure that can weather any condition.
- Technical cell, the largest technical force - Provides value added services like training programmes to enhance skill set, on-site demos, concrete testing etc.
- Working closely with customers in providing end-to-end solution.
- Bringing in innovation in every application.
- Well-spread network with multiple logistic feed.
- Use of technology for improved speed, connectivity and ensure availability of products.





**UltraTech**  
CONCRETE   
WE MAKE GOOD CONCRETE BETTER

State-of-the-art-technology and innovation are the key success factors of UltraTech Concrete. Quality product offerings and services are a given. UltraTech Concrete has deployed Expert Quality Systems (EQS) for managing quality of raw materials, efficient raw mix design, cube test results to help analyze it statistically. UltraTech Concrete engineers guide the customers on the type of concrete recommended, based on the applications.

UltraTech Concrete has achieved consistent quality & service through 'IT' solutions. Our Expert Dispatch and Tracking System (ED&TS) ensure optimum order booking, visibility and tracking of deliveries being made to the customers. All of the Transit Mixers are equipped with Vehicle Tracking System which ensures the quality of concrete in transit. All products bearing the UltraTech Concrete tag are manufactured in 92 state-of-the-art plants spread at 38 locations across India. UltraTech Concrete plants are present in Mumbai, Pune, Nasik, Nagpur, Ahmedabad, Bengaluru, Bhopal, Chennai, Cochin, Coimbatore, Dahe, Ghaziabad, Gurgaon, Hyderabad, Indore, Jaipur, Kolhapur, Kolkata, Kundli, Lucknow, Ludhiana, Mangalore, Mohali (Chandigarh - II), Mysore, Noida, Sahibabad, Panchkula (Chandigarh - I), Pune, Raipur, Rajkot, Surat, Tirupati, Vadodara, Vapi, Vijaywada and Vizag with many more on the cards.

#### Building a green world

The world is going green. And as one of India's largest and most trusted brand, we at UltraTech are committed to the cause, which reflects clearly in the fact that UltraTech Concrete is India's first eco-friendly concrete as recognized by Indian Green Building Council.



**UltraTech**  
CONCRETE  
**THERMOCON**  
Temperature Controlled Concrete

UltraTech Thermocon is produced using chilled water or ice flakes that helps control the temperature of the concrete and maintain it within acceptable limits. The other ingredients used in this concrete are also thermally controlled to bring down the temperature within acceptable limits at the time of placing. This considerably reduces the ill-effects of high temperature like thermal cracks, plastic shrinkage, faster drying of concrete, formation of cold joints, etc.



UltraTech Pervious is a special concrete, with a high porosity used for concrete flatwork application that allows water from precipitation or other sources to pass through, thereby reducing the runoff and ensuring recharge of ground water. UltraTech Pervious offers numerous environmental, structural and economic benefits and is an excellent alternative to expensive storm water management methods. It is ideal for pavements, alleys, driveways, parking areas, sidewalks etc.

**UltraTech**  
CONCRETE  
PERVIOUS  
Permeable Concrete



**UltraTech**  
CONCRETE  
HYPERCON  
High Strength Concrete

UltraTech Hypercon is a special concrete, produced by using multiple blends of cementitious materials along with advanced-quality super plasticizers. This results in refinement of the micro-pore structure of the concrete, leading to very dense, impervious and long-lasting structures. It's a boon for modern constructions that call for innovative sleek designs with maximum space utilization.

UltraTech Stainless is a special concrete that uses high-quality, corrosion-inhibiting agents that impart protection to the steel reinforcement by providing a protective coating to it, reducing the rate of corrosion of steel embedded in the concrete. The result - the steel stays strong for long and so does the entire structure.

**UltraTech**  
CONCRETE  
STAINLESS  
Corrosion Resistant Concrete





UltraTech Décor is a coloured textured imprinted concrete available in different shades. It is manufactured by using UV resistant colour hardener which retains the true shades of the colour for a longer duration. It is available in a variety of colours. It is relatively maintenance-free. Further, bricks, pavers, cobbles etc. allows weeds to grow through cracks and joints where as Stamped Concrete is monolithic and allows nothing to grow through gaps.

UltraTech Colourcon is coloured concrete available in a wide palette of fascinating colours, with customized shades being made available as per architectural requirements. It uses consistent quality UV-resistant pigments that help in retaining the true colour / shades for longer duration.



UltraTech Fibrecon is an enhanced crack resistant and relatively ductile concrete, produced by using different types of fibres like polyester, polypropylene, glass & steel, etc. that minimizes the problems of plastic shrinkage cracks of the concrete in the green stage and substantially improves its static and dynamic properties like flexural impact and tensile strength.

UltraTech Freeflow is a special concrete, produced by using high-quality ingredients including the latest 4th generation acrylic based super plasticizers and viscosity modifying agents that lend it a unique self-compacting feature, which in turn allows complicated, intricate and elegant designs without leaving any voids.



A modern living room interior featuring a white sofa and a large, curved wall panel with a vibrant green, textured finish. The room is set against a backdrop of large windows and a dark grey floor. The overall aesthetic is clean and contemporary.

**UltraTech BUILDING PRODUCTS**

In line with its aim of becoming India's first-ever 360° building materials company, UltraTech Cement has launched UltraTech Building Products Division. It offers a complete portfolio of end-to-end solutions, covering the entire spectrum of construction, like UltraTech SEAL & DRY (Total Waterproofing Solution), UltraTech SUPER STUCCO (Polymer Modified Mortar), UltraTech XTRALITE (Lightweight Autoclaved Aerated Concrete Blocks), UltraTech FIXOBLOCK (Thin Layer Jointing Mortar), UltraTech READIPLAST (Plaster) and UltraTech POWERGROUT (Quick & Strong Grouting Solution).

Every product in this revolutionary range is ready-to-use, thereby enabling quicker, hassle-free application and faster completion of projects.

## REVOLUTIONARY PRODUCTS ENGINEERED FOR NEW-AGE CONSTRUCTIONS!



### **UltraTech** **SEAL & DRY** Total Waterproofing Solution

A revolutionary single component, elastomeric waterproofing solution that offers an incredibly high withstanding capacity of 7 bar pressure.

#### Features:

- Ready-to-use product. Just mix water
- Simple application by brush
- High compatibility with cementitious surfaces
- Easy to inspect after application

#### Benefits:

- No water curing required post-application
- Can be applied on the existing surface after proper surface preparation



**UltraTech**  
**READIPLAST**  
Plastering made simpler

A pre-mixed plaster that makes application simpler and convenient. Just mix water and it's ready-to-use.

**Features:**

- Smooth plaster
- Needs lesser curing
- Least rebound

**Benefits:**

- Uniform & smooth finish to walls
- Quality plastering with convenience
- Faster completion of work



**UltraTech**  
**SUPER STUCCO**  
Easy To Apply Polymer Modified Mortar

An easy to apply polymer modified mortar . Provides a thin layer plaster for concrete surfaces.

**Features:**

- Can be applied directly on smooth concrete surface
- Excellent crack filling material
- Excellent patching material

**Benefits:**

- No hacking required
- Strong adhesion
- No water curing required
- No shrinkage cracks



**UltraTech**  
**XTRALITE**  
 Autoclaved Aerated Concrete Block

XTRALITE is a lightweight, high-strength Autoclaved Aerated Concrete Block packed with a host of unique features

**Features:**

- Dimensional accuracy
- Higher strength
- Eco-friendly
- Reduced plaster thickness

**Benefits:**

- Reduction in dead load
- Faster completion of projects
- Savings in steel & cement consumption
- Easy to cut and chisel to provide for electrical and plumbing lines



**UltraTech**  
**FIXOBLOCK**  
 Thin Layer Jointing Mortar

A unique thin layer mortar perfectly binds blocks with a thin layer of 3-5mm as against 18 mm ( approx) of conventional mortar.

**Features:**

- Binds perfectly
- Uniform thin layer of joint
- Ready-to-use. Just add water
- No shrinkage cracks, hence less percolation of water / watertight joints

**Benefits:**

- No curing required
- Economical
- Ready for subsequent application in 24 hrs
- Saves time & cost



**UltraTech**  
**POWERGROUT**  
 Quick and Strong Grouting Solution

A quick and high strength binder, a strong grouting solution. Ideal for quicker, faster anchoring and grouting.

**Features:**

- Quick high strength
- High pull-out strength

**Benefits:**

- Ideal for faster anchoring and grouting
- Ideal for all kinds of renovation and grouting works
- Repair of honeycomb in concrete structures

**UltraTech**

ROYAL HARDWARE & SANITARY STORES

*Building*  
SOLUTIONS

**UltraTech**

*Building*  
SOLUTIONS

**UltraTech**



**UltraTech**

UltraTech Building Solutions is a new concept in the Indian construction industry. It is a one-stop shop designed on the 'Plan, Build and Support' philosophy, which offers home building solutions right from planning to completion.

It seeks to enhance the shopping experience of customers and strengthen existing trade partnerships, by offering a wide spectrum of end-to-end home building solutions, high-quality construction materials and value-added services.

## GET NOT JUST PRODUCTS. GET SOLUTIONS.

### Benefits:

- One-stop solutions shop for primary construction products and services.
- Better buying experience for customers.
- Quality products at competitive prices.
- Plan-Build-Support.
  - **Plan:** Budget software - Assists you to estimate your dream home, vastu consultancy, guidance on paper work, etc.
  - **Build:** Availability of products like sand, bricks, aggregates, steel, cement, construction chemicals, pipes & fittings, white cement & putty, paints all under one roof
  - **Support:** Technical advisory for construction, product application and training
- Over 500 outlets pan India - Urban, Semi Urban and Rural locations.







**Birla  
White**<sup>®</sup>  
THE WHITEST WHITE CEMENT

*My kind of design*

Established in 1988, with an initial production capacity of 80 thousand tonnes, Birla White has fast emerged as India's largest white cement producer with a production capacity of over 600 thousand tonnes annually. Its manufacturing plant is regarded as one of the most technologically-advanced white cement plants in the world. The company has a strong presence both in the domestic market as well as the developed European and fast-growing Asian markets.

Driven by innovation and excellence, Birla White has diversified its portfolio to come up with a wide range of value added surface finishing products.

THINK BRIGHT.  
THINK WHITE.

Birla White is the first white cement company in India to receive the CE (Communaute Europeenne) - a coveted recognition that certifies that all products meet the safety, health and importantly environment standards. All Birla White products are recognised by IGBC and are eco-friendly.



Your canvas is ready.

A product of the most advanced technology and manufacturing processes, Birla White Cement offers a pristine white canvas for crafting architectural elegance. Its exceedingly high refractive index and high opacity imparts brilliant lustre and a smooth finish to surfaces, even when blended with pigments. It offers the freedom to create designs with a wide palette of colours, textures, shapes and sizes. Birla White is the preferred white cement for decorative cement paints, marble laying, mosaic tiles, terrazzo flooring and white cement-based value-added surface finishing products.





**Dependable care for your walls.**

Birla White Wallcare Putty, the only white cement-based putty in India to meet global standards (HDB, Singapore), offering total protection against flaking. As a white cement-based putty, it binds strongly with the base plaster, even if the surface is damp, and forms a protective base. It fills up the fine pores in the walls and ceiling, giving you a smooth and dry surface to paint on. So homes stay beautiful for years to come.



**Style is not just seen, it is felt.**

Birla White Textura, as the name suggests, not only offers protection to your walls from weathering, but also lends them a variety of exquisite textures. It is more economical as compared to acrylic-based finish, as there is no need to apply primer. Birla White Textura is available in two varieties - Spray and Roller Finish (RF) for interiors and Trowel Finish (TF) for external walls.



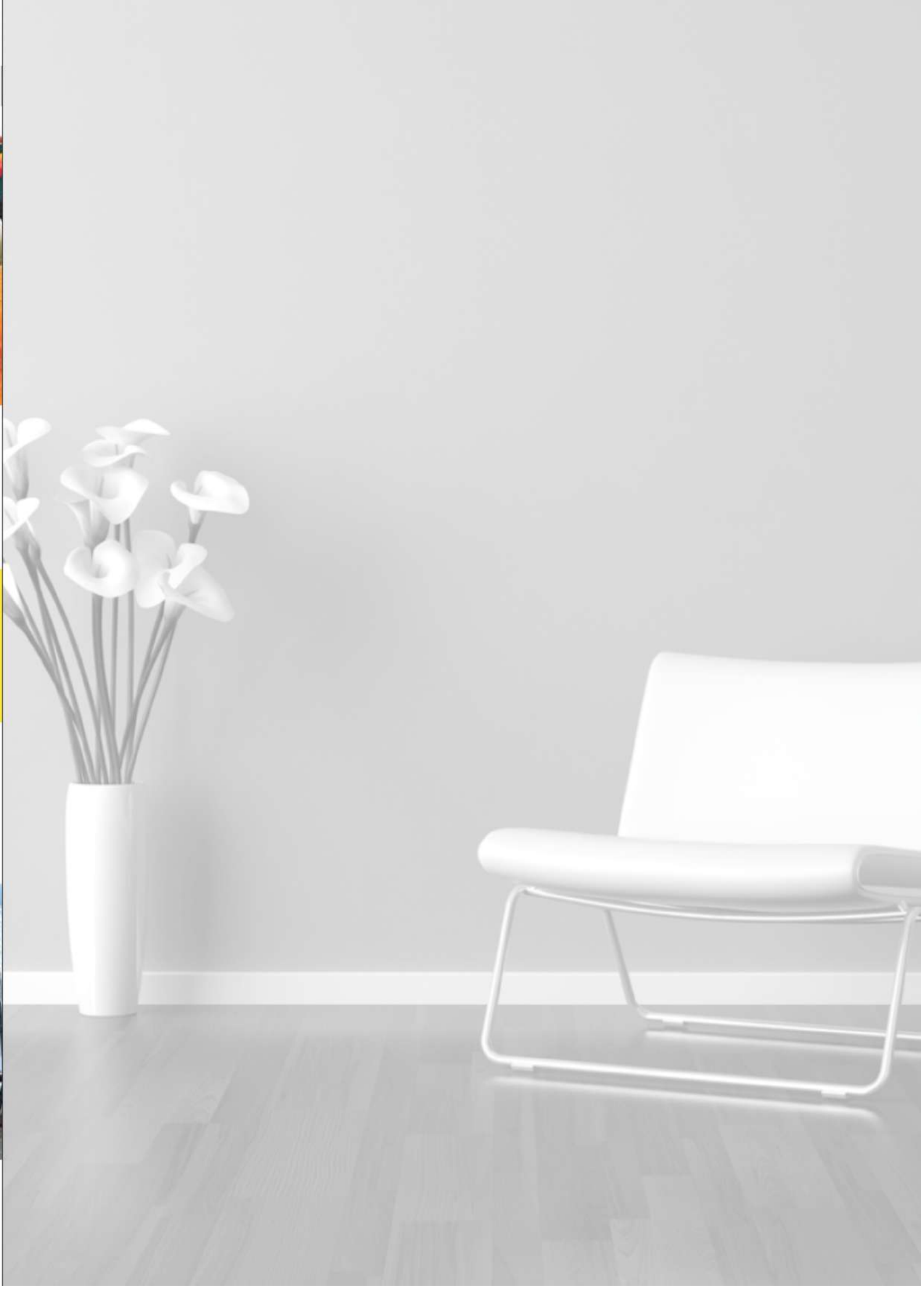
**Modern solution, for modern architecture.**

Birla White GRC is a versatile, lightweight mouldable finishing material that is perfect for decorative elevations. Made from Birla White Cement, high-silica sand, alkali-resistant glass fibres and other mixtures, it is one of the most versatile building materials. Natural oxide pigments can also be added, to give it the desired shade of colour.



**Let your walls stay 'fresh, forever'!**

Levelplast is a white cement-based water resistant unique product for all types of internal and external levelling and thin plastering applications over concrete and mortar wall surfaces. It covers undulations and provides even wall surface. It can be applied directly over RCC surface such as ceiling, columns and block work. It has excellent bonding with cementitious surfaces as compared to other products in its league.



**UltraTech Cement Ltd.**

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